

REMARKS

With this Amendment, new claims 26 and 27 are added, claim 8 is cancelled, and claims 1, 3, 9, 13, and 15 are amended. Therefore, claims 1-7, 9, and 11-27 are currently pending in this Application.

Allowed and Allowable Subject Matter

In the current Office Action, the Examiner indicates that claims 21-25 are allowed and that claims 9, 11, 12, and 15-20 contain allowable subject matter and would be allowed if rewritten into independent form including the limitations of the claims from which they depend.

With this Amendment, claim 9 is rewritten into independent form including the limitations of claims 3 and 8 from which it depended. Claims 11 and 12 depend from claim 9. Therefore, Applicant respectfully requests allowance of claims 9, 11, and 12.

With this Amendment, claim 15 is rewritten into independent form including the limitations of claims 3, 8, 13, and 14, from which it depended. Claim 16 depends from claim 15. Therefore, Applicant respectfully requests allowance of claims 15 and 16.

Applicant respectfully requests that the rewriting of claims 17-20 be held in abeyance at this time.

Claim Rejections

Claims 1 and 2 stand rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Ogawa (U.S. Patent 6,597,339) in view of Jenkins (U.S. Patent 6,057,847). Claims 3-8, 13, and 14 stand rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Miyachi (U.S. Patent 6,937,224) in view of Ogawa. Applicant respectfully traverses these rejections.

With this Amendment, independent claims 1 and 3 are amended.

One exemplary purpose of the present invention is to determine a suitable driving method and a suitable backlight brightness for the display of a dynamic image and of a static image, thereby achieving a high quality display with low power consumption.

In order to achieve the above, it is determined whether a dynamic image or a static image is displayed according to a ratio of a display area of the liquid crystal display panel versus an area of the display panel in which a dynamic image is displayed, taking into account that the distance where an image is moved is larger, and its moving blurring related to image hold type (liquid display) is larger. Further, according to the present invention a display panel is driven while inserting a single color and enhancing the brightness of the backlight when the image displayed is a dynamic image. The display panel is driven while suppressing the brightness of the backlight and while not inserting a single color, when the image displayed is a static image.

Thus, the present invention can determine that an image displayed is a static image, when a static image is displayed or when an area of a dynamic image is small compared to the area of liquid display panel, and can drive the display panel without inserting a single color, thereby preventing image degradation such as flicker. When a static image is displayed, the power consumption can also be suppressed by suppressing the brightness of the backlight. When it is determined that a dynamic image is displayed, the display panel can be driven while inserting a single color and increasing the brightness of the backlight. Therefore, the present invention is able to suppress the blurring of the movement of the dynamic image and maintain the brightness of the display panel at the same level as the brightness when a static image is displayed.

On the other hand, none of the cited references disclose or teach these features of the present invention. Accordingly, Applicant respectfully requests that the rejections of claims 1-8, 13, and 14 be reconsidered and withdrawn.

Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned attorney at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

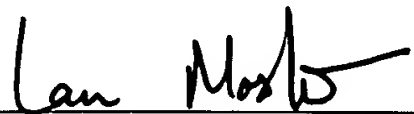
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